

FIG. 1

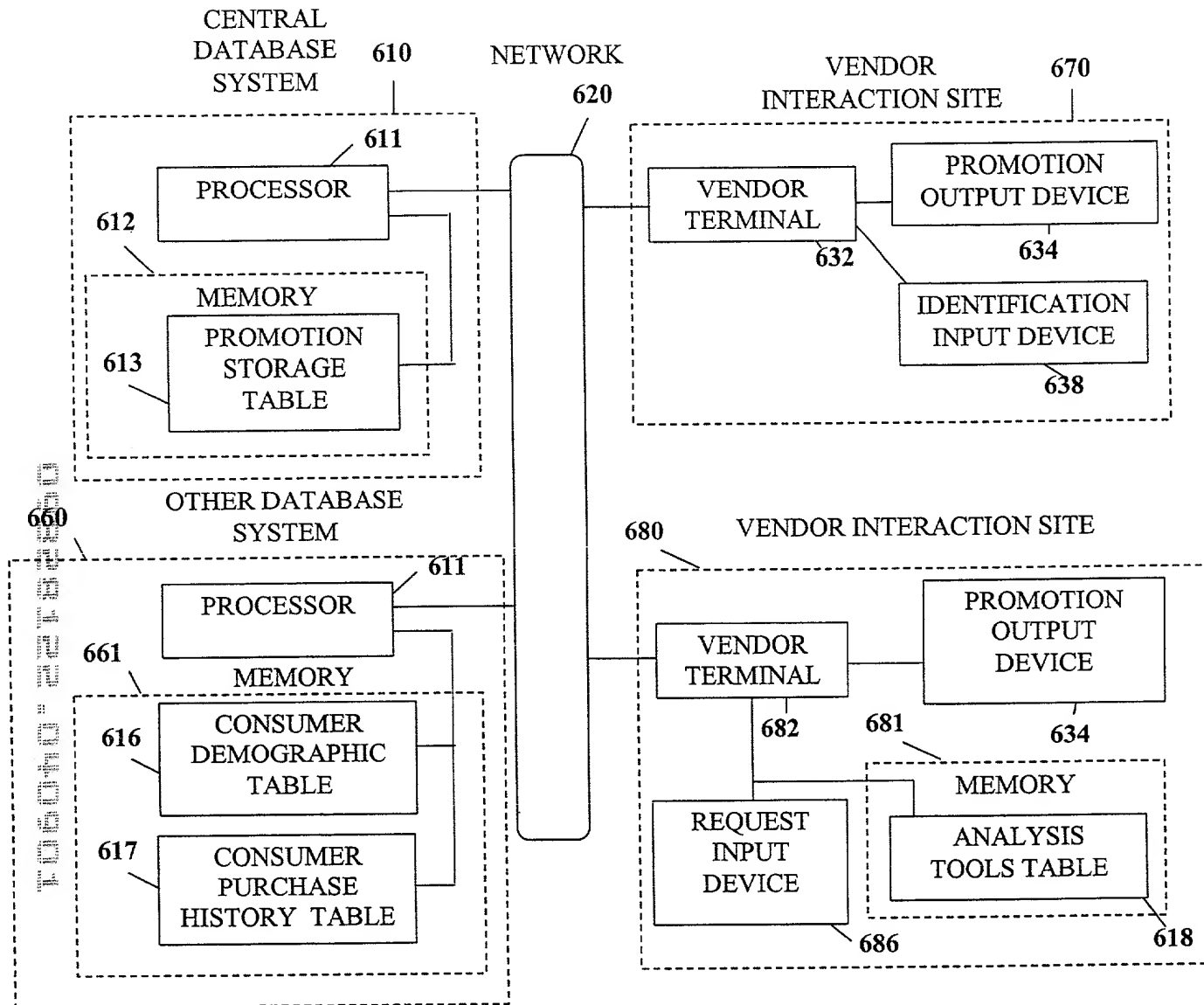


FIG. 2

DATA RECORD A	
START INDICATOR	710a
RECORD ID #	710b
PROMOTION PRODUCT	710c
PRODUCT CLASS	710d
PRODUCT DEMOGRAPHICS	710e
PROMOTION SOURCE	710f
PROMOTION VALIDITY DATES	710g
PROMOTION VALUE	710h
END INDICATOR	710i

← 710

FIG. 3a

DATA RECORD B	
START INDICATOR	720a
RECORD ID #	720b
CONSUMER NAME	720c
ID INFO 1	720d
ID INFO 2	720e
ID INFO N	720f
CONSUMER INFO	720g
END INDICATOR	720h

← 720

FIG. 3b

DATA RECORD C	
START INDICATOR	730a
RECORD ID #	730b
CONSUMER NAME	730c
PROMOTION IDENTIFICATION #	730d
PROMOTION VALUE	730e
PRODUCT VALUE	730f
EXERCISE DATE	730g
EXERCISE LOCATION	730h
EXERCISE INFO N	730i
END INDICATOR	730j

← 730

FIG. 4a

DATA RECORD D	
START INDICATOR	740a
RECORD ID #	740b
CONSUMER NAME	740c
DEMOGRAPHIC INFO 1	740d
DEMOGRAPHIC INFO 2	740e
DEMOGRAPHIC INFO 3	740f
DEMOGRAPHIC INFO N	740g
END INDICATOR	740h

← 740

FIG. 4b

DATA RECORD E	
START INDICATOR	750a
RECORD ID #	750b
CONSUMER NAME	750c
PURCHASE INFO 1	750d
PURCHASE INFO 2	750e
PURCHASE INFO 3	750f
PURCHASE INFO N	750g
END INDICATOR	750h

← 750

FIG. 5a

DATA RECORD E	
START INDICATOR	760a
RECORD ID #	760b
ANALYSIS TOOL 1	760c
ANALYSIS TOOL 2	760d
ANALYSIS TOOL 3	760e
ANALYSIS TOOL N	760f
END INDICATOR	760g

← 760

FIG. 5b

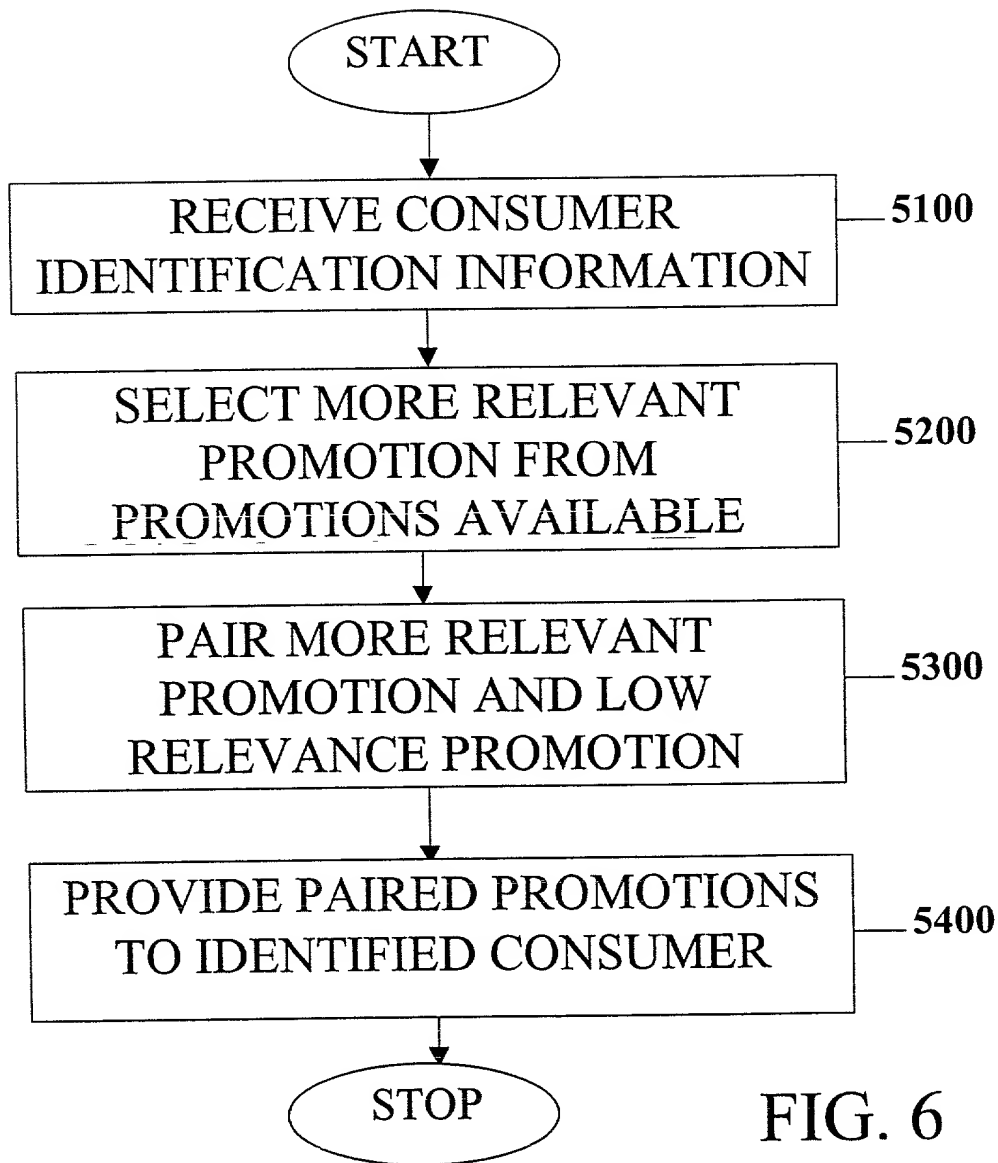


FIG. 6

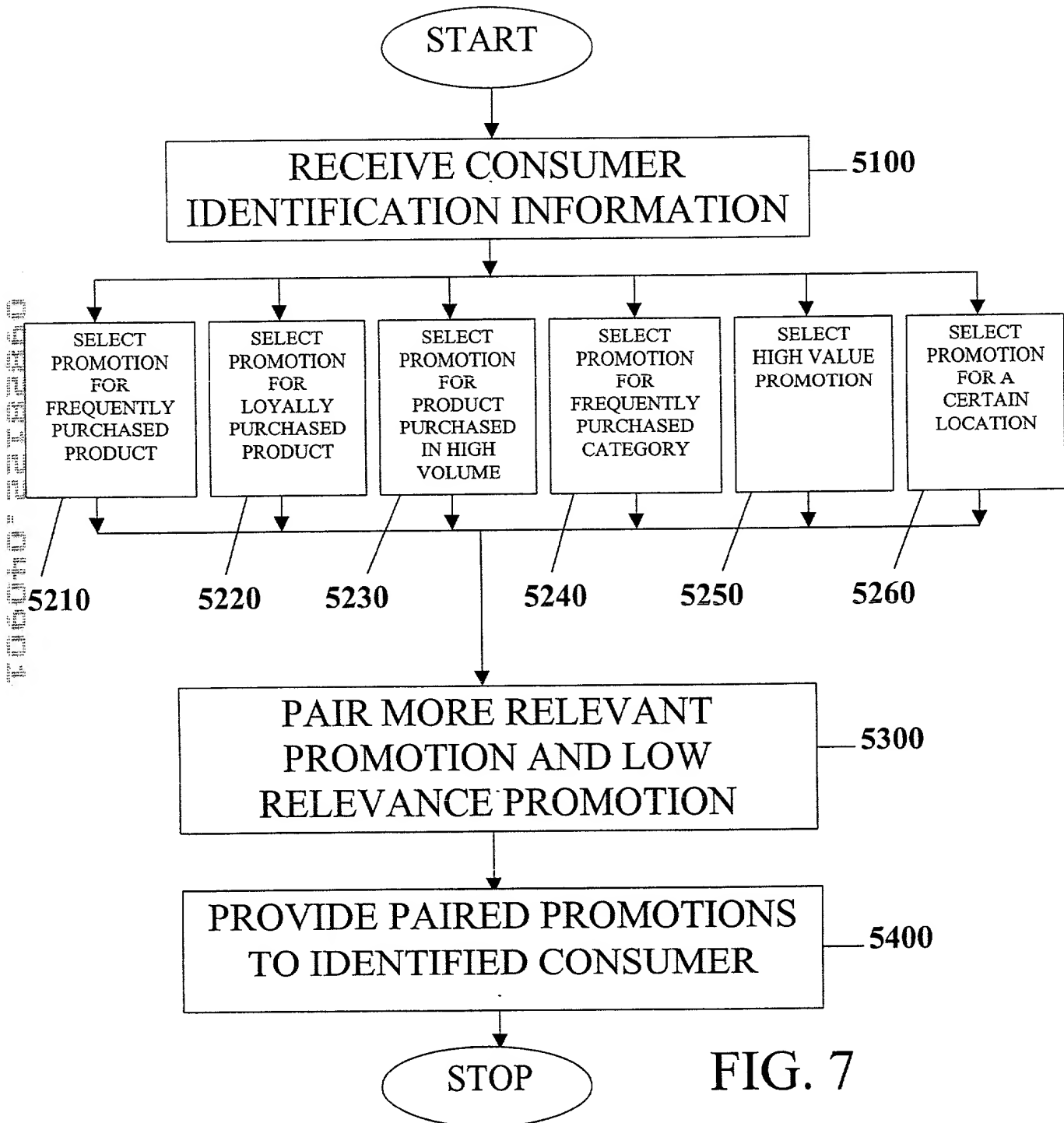


FIG. 7

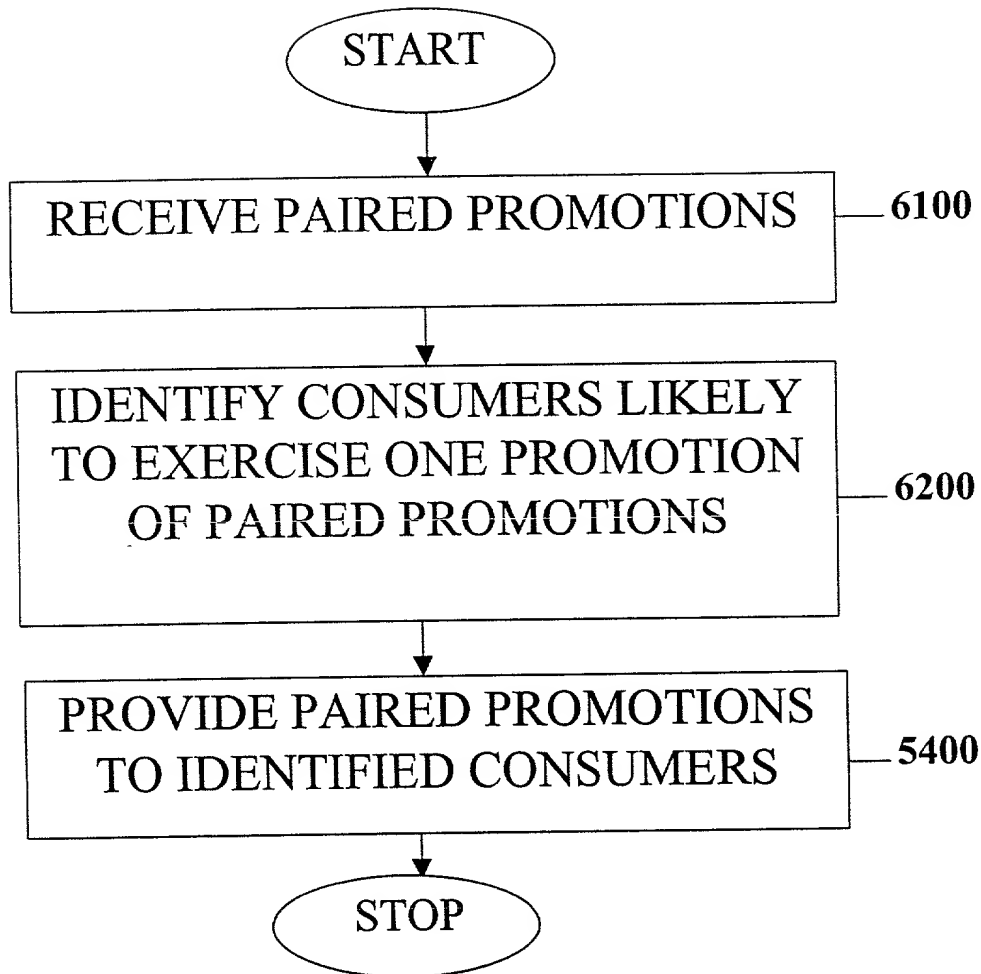


FIG. 8

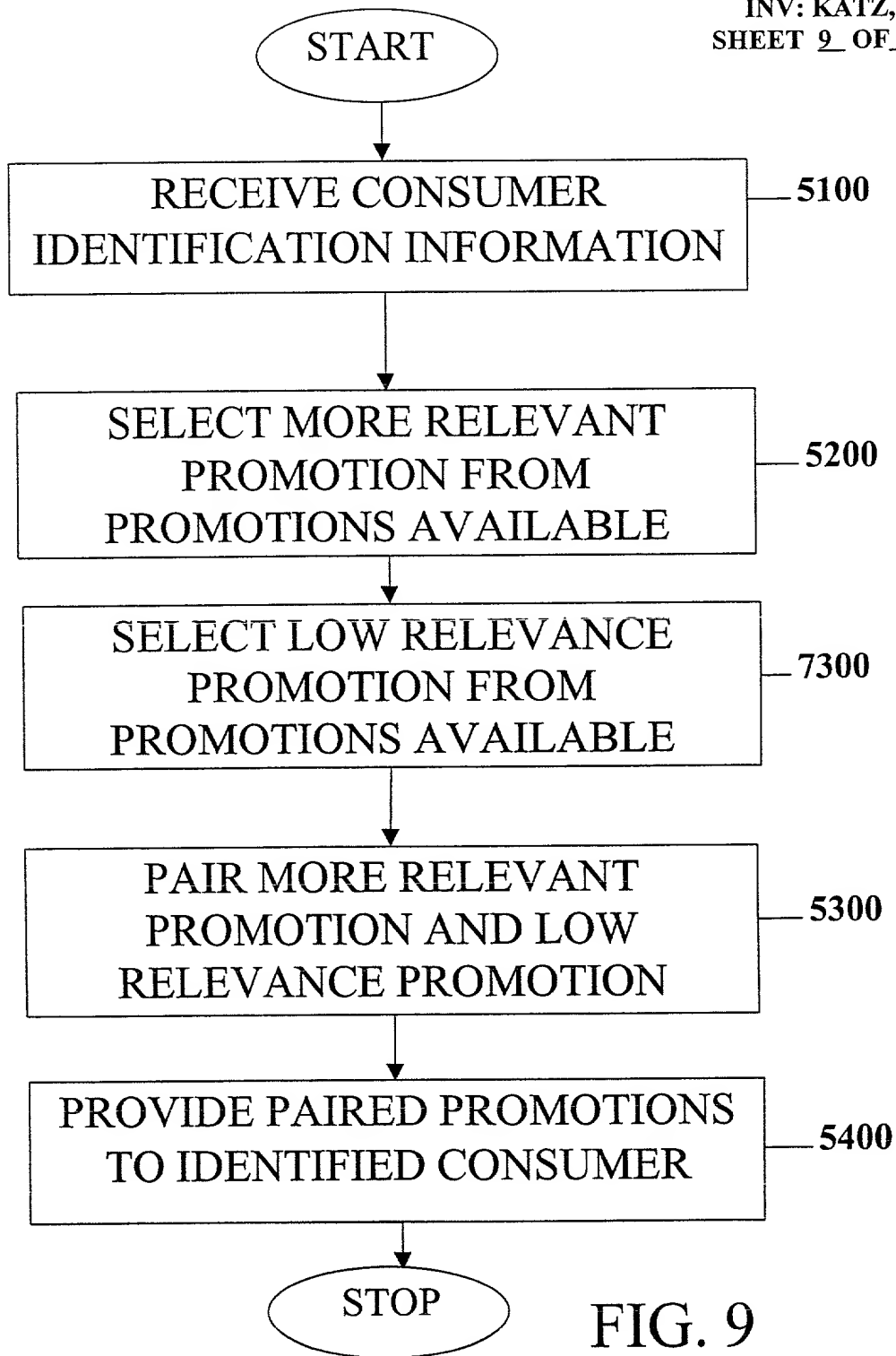


FIG. 9

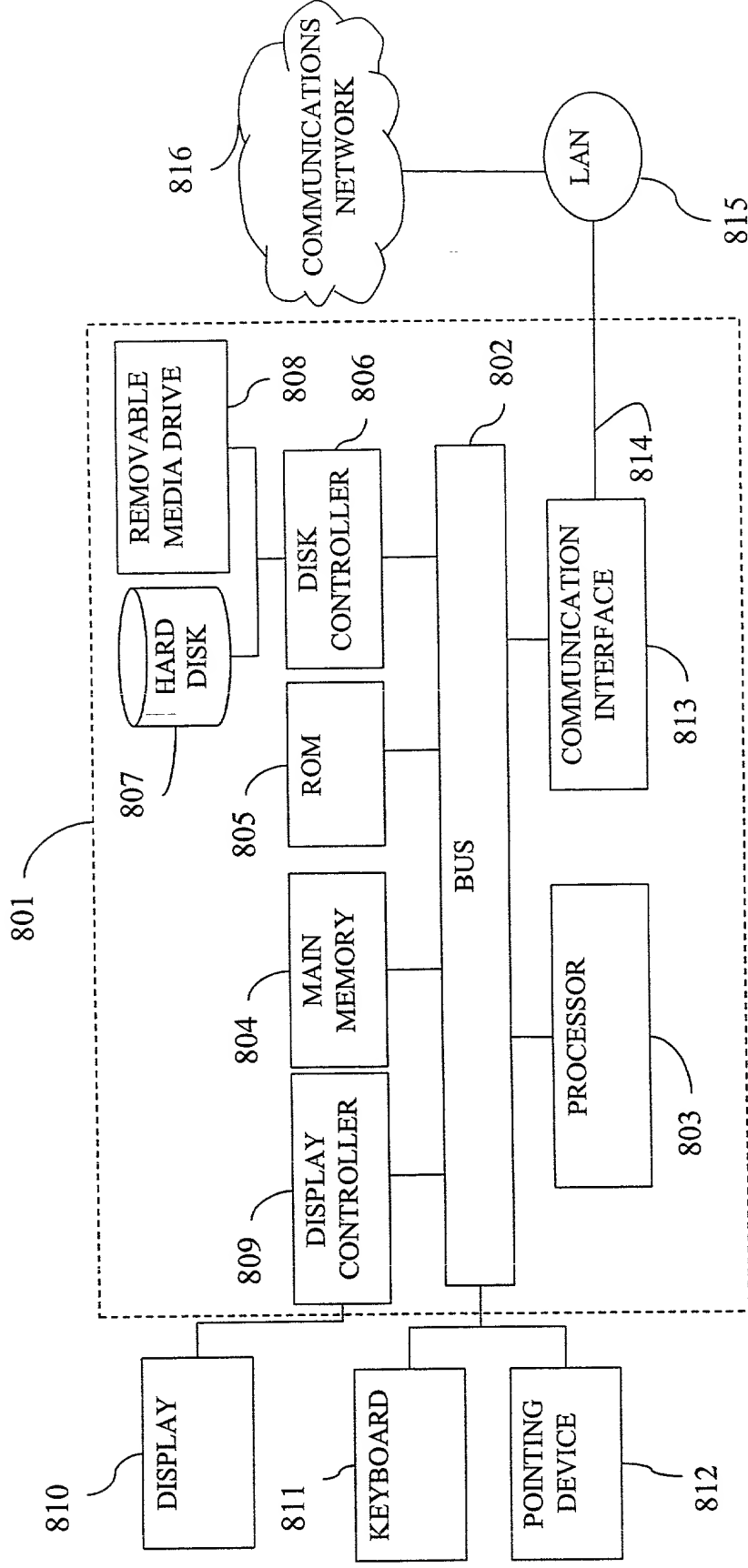


FIG. 10